

**Farmers' Market/Beach Eats! Light Pole Banners  
DCB Signage Request  
May 21, 2014**

**BACKGROUND**

On March 26, 2014, the Department of Beaches and Harbors' (Department) Community and Marketing Services Division's (CMSD) request for the Marina del Rey Farmers' Market Signage (DCB #13-016) was approved by the Design Control Board (DCB). CMSD's signage plan for the Farmers' Market included the request to display 6' H x 3' W banners on 13 center median light poles along Admiralty Way between Fiji Way and Via Marina, as well as eight light poles in parking lot #10. During the presentation of the plan, CMSD staff informed your Board that an additional request for a companion banner to promote the Department's weekly gourmet food truck events over the summer would be forthcoming.

**EXPANSION OF LIGHT POLE BANNER PROGRAM**

In an effort to expand the light pole banner program to help promote community-based programming in Marina del Rey, CMSD respectfully requests the following:

1. Approval of the light pole banner design for Beach Eats!, the weekly gourmet food truck event held in Lot #10 during the summer;
2. The light pole banner program be extended beyond Admiralty Way to include ten additional light poles along Fiji Way (4 light poles) and Via Marina (6 light poles);
3. The Beach Eats! banner (6' H x 3' W) be added to the 13 center median light poles along Admiralty Way and the eight light poles in parking lot #10 previously approved for Farmers' Market banners, as well as on the ten additional light poles requested along Fiji Way and Via Marina; and
4. The ten additional light poles along Fiji Way and Via Marina display the Farmers' Market and BeachEats! banners until September 30, 2014.

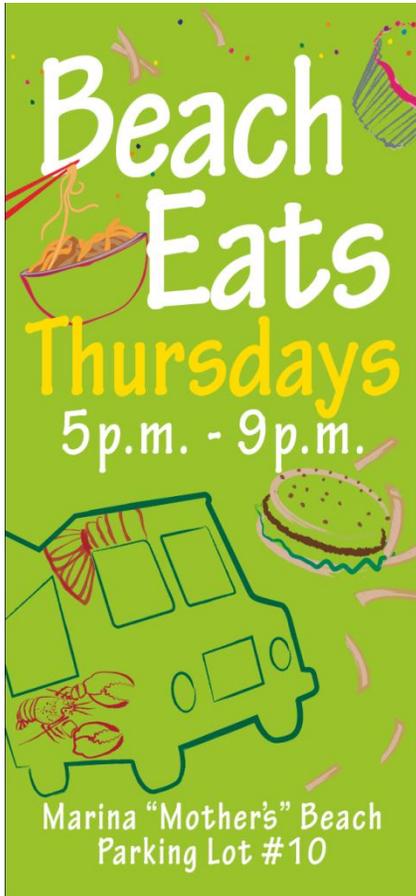
The Beach Eats! light pole banner design is consistent with the design of the Farmers' Market signage (light pole, wind and vinyl banners), previously approved by your Board. A sample of the Beach Eats! light pole banner, in two color choices with design details, is attached.

Provided the expansion of the banner program is approved by your Board, a total of 31 of the 95 light poles on those three roads and parking lot #10 will display banners that will inform residents and visitors of the two weekly community events taking place during the upcoming summer season. Together, the Farmers' Market and Beach Eats! banners will create a colorful and informative signage duo that will catch the attention of motorists, pedestrians and cyclists who travel through the Marina along the major thoroughfares of Admiralty Way, Fiji Way and Via Marina. With the DCB's approval, CMSD plans to continue the use of light pole banners to promote Marina del Rey's

upcoming 50<sup>th</sup> birthday celebration in late 2014 and 2015, as well as other community-based programming, in the future.

A sample scheme of the previously approved Farmers' Market banners with the proposed Beach Eats! banner on a light pole is attached. The banners will be placed in a tiered format allowing for each banner to be installed using its own set of brackets to better support the weight of the banner, preventing it from sagging or toppling over. A Road Permit with the Los Angeles County Department of Public Works will be secured for the right to display the banners on the 23 center median light poles on Admiralty Way, Fiji Way and Via Marina through September 2014.

## Beach Eats! Light Pole Banner Design Details



Background - Green PMS 375

“Beach Eats” - Tekton Pro in white

“Thursdays” - Tekton Pro in medium yellow

“5 p.m. – 9 p.m.” - Tekton Pro in white

Fries – Outline: Dark Tan PMS 7562, Fill: Light Tan PMS 7590

Cupcake - Frosting: Pantone Rubine Red, Edge: PMS 219; Candy Toppings: Light Blue (process blue), Dark Blue (PMS 2776), Red (Pantone Rubine Red and PMS 1935), Orange (PMS 02), Yellow (Pantone Medium Yellow), Green (PMS 348) and Purple (PMS 2612); Gray Cup: PMS 444

Chop Sticks: Red PMS 185

Noodles on Chopsticks: Yellow C:0, M:24.75, Y:63.98, K:0

Noodles in Bowl - Light Colored Noodles: PMS 1495; Medium Colored Noodles: PMS; Dark Colored Noodles: PMS 7566

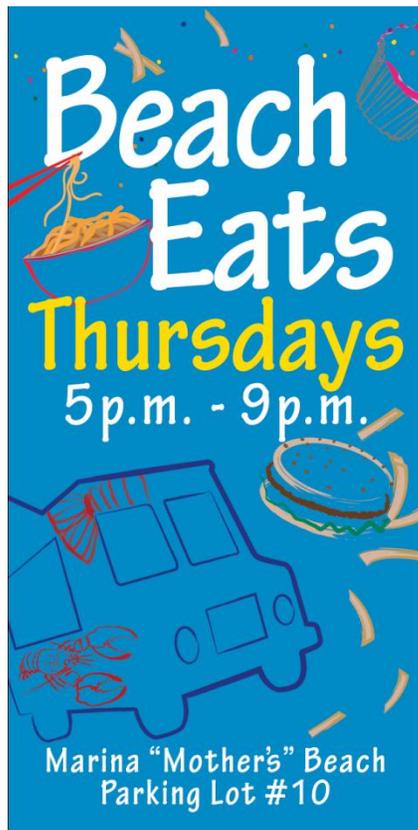
Bowl - Top Edge: C:25, M:25, Y:40, K:0; Bowl Side: PMS 1925

Burger – Buns: PMS 7590, Sesame Seeds: C:35, M:60, Y:80, K:25; Burger Patty: Brown PMS 161; Lettuce: Green PMS 3415

Truck – Outline: Green PMS 3425, Lobster: Red PMS 187

“Marina “Mother’s” Beach” - Tekton Pro in white

“Parking Lot #10” - Tekton Pro in white



Background - Blue PMS 2935

“Beach Eats” - Tekton Pro in white

“Thursdays” - Tekton Pro in medium yellow

“5 p.m. – 9 p.m.” - Tekton Pro in white

Fries – Outline: Dark Tan PMS 7562, Fill: Light Tan PMS 7590

Cupcake - Frosting: Pantone Rubine Red, Edge: PMS 219; Candy Toppings: Light Blue (process blue), Dark Blue (PMS 2776), Red (Pantone Rubine Red and PMS 1935), Orange (PMS 02), Yellow (Pantone Medium Yellow), Green (PMS 348) and Purple (PMS 2612); Gray Cup: PMS 444

Chop Sticks: Red PMS 185

Noodles on Chopsticks: C:0, M:24.75, Y:63.98, K:0

Noodles in Bowl - Light Colored Noodles: PMS 1495; Medium Colored Noodles: PMS; Dark Colored Noodles: PMS 7566

Bowl - Top Edge: Gray C:25, M:25, Y:40, K:0; Bowl Side: Red PMS 1925

Burger – Buns: Light Tan PMS 7590, Sesame Seeds: C:35, M:60, Y:80, K:25; Burger Patty: Brown PMS 161; Lettuce: Green PMS 3415

Truck – Outline: Blue PMS 2738, Lobster: Red PMS 187

“Marina “Mother’s” Beach” - Tekton Pro in white

“Parking Lot #10” - Tekton Pro in white

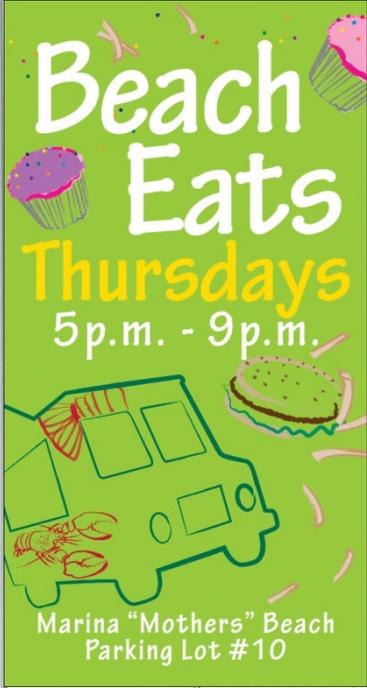


Marina del Rey  
**Farmers'  
Market**

**Thursdays**  
9a.m. - 2p.m.

Marina "Mothers" Beach  
Parking Lot #10

The sign features an orange background with illustrations of a tomato, a chili pepper, a banana, a strawberry, and a bell pepper.



**Beach  
Eats**

**Thursdays**  
5p.m. - 9p.m.

Marina "Mothers" Beach  
Parking Lot #10

The sign features a green background with illustrations of a cupcake, a hamburger, a car, and a lobster.

12000

6' X 3' Banner

Marina del Rey  
**Farmers'  
Market**

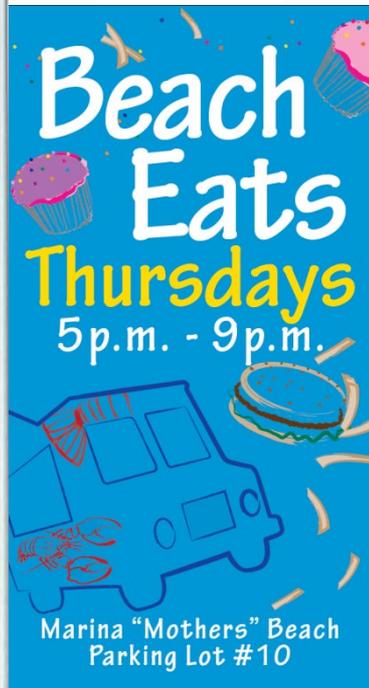
**Thursdays**  
9a.m. - 2p.m.

Marina "Mothers" Beach  
Parking Lot #10



**Beach  
Eats**  
**Thursdays**  
5p.m. - 9p.m.

Marina "Mothers" Beach  
Parking Lot #10



120009

# Farmers' Market & Beach Eats Banner Locations

